the Faroe Islands

Brand book v.1.0

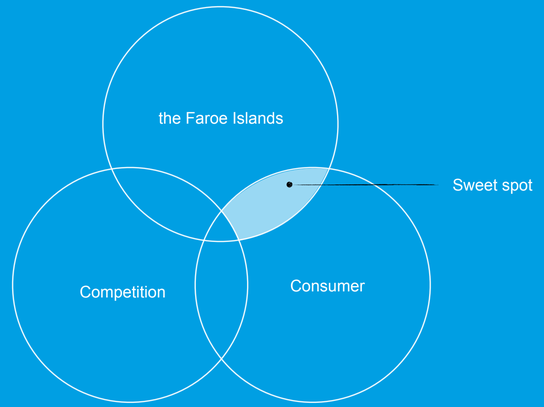
Introduction

This document intends to set out what **the Faroe Islands** is all about, its positioning and essence.

The brandbook will provide all stakeholders with an instant understanding of the brand, concept and the overall communicative strategy – and, likewise, the Brandbook is intended as an inspiration for creative communicative briefs and the subsequent communicative performance.

The sweet spot

The brand DNA organises from the so called sweet spot. The sweet spot defines what the tourists seek in the Faroe Islands and that they can not find elsewhere. To uncover the unique sweet spot Visit Faroe Islands conducted a quantitative survey with more than 6000 respondents. The result was that the Faroe Islands have five key factors that all materials must emanate from. See the following 10 pages.



1. The nature

The Faroe Islands has unique scenery. A combination of hard rocks, velvety green grass and dramatic waterfalls.

A stunning picture painted in green and blue colours, where your eyes can stretch from the top of a mountain over the endless surrounding ocean at any one time. No matter where you go in the Faroe Islands, you will never find yourself far from the sea.

Brand DNA

At the very core of the Faroe Islands brand lay 5 essential differentiating attributes.

2. The island culture

The Faroe Islands are remote and isolated, the ocean has served as a great defence against dilution of the islands' original culture.

There are many wonderful examples of the original culture. The national costume, which is worn at weddings, special occasions and at the annual Ólavsøka festival.

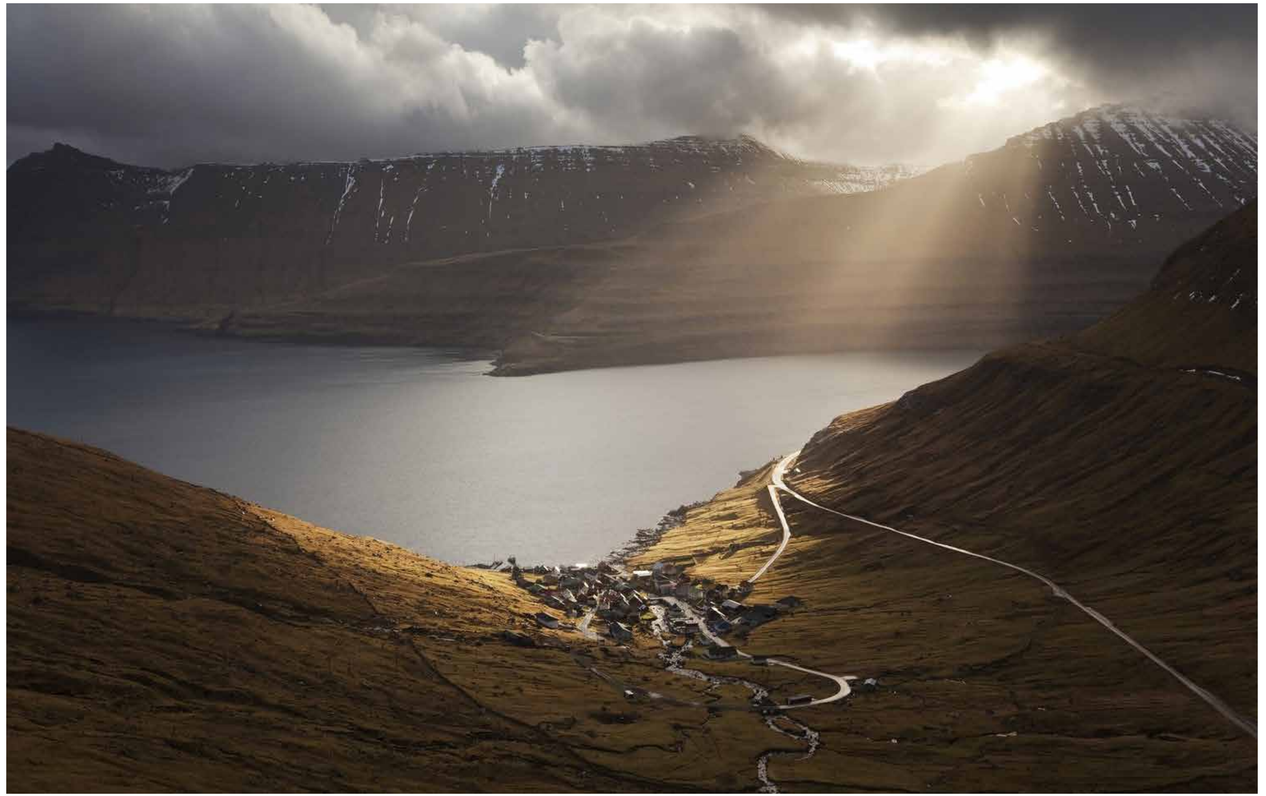
The language is rooted in the Nordic languages, but it is a very unique language in its own right. Other great examples of the modern yet original culture are the designer shops that sell products rooted in traditional Faroese knitting – that have won international recognition.

3. The authenticity

As a traveller you can experience the same food, drink the same coffee and buy the same brands, in the same concept stores in most of the world. But as many destinations seam to be getting more alike, the contrast to the Faroe Islands becomes even greater.

The Faroe Islands have a unique feeling of “real”. Nature is the only true ruler and the humbling effect of nature is evident in the island’s culture. This is in many ways the opposite of Disney land: In the Faroe Islands nothing is set up - everything is original.

There is no pre-determined route, no fence to stand behind and no plastic signs telling you what to see and feel. Absorbing reality, as it is in the Faroe Islands, almost forces you to look within yourself to discover who you really are.



4. The remoteness

The Faroe Islands may be close in distance but are far, far from everyday life. Far from stressful obligations. Far from traffic jams and crowds. Far from normality and everyday routines. If you find yourself next to another tourist, it is likely to be your own travel companion. In fact the Faroe Islands have even fewer tourists than the Galapagos Islands, so people are likely to return from the Faroe Islands with untold stories.

5. The involvement

It is often said that the Faroe Islands have no tourists - only guests. People are welcoming and open and nature invites everyone to participate. The nature is not just something you look at. It's a place for being – for hiking, painting, angling, diving, sailing and absorbing.

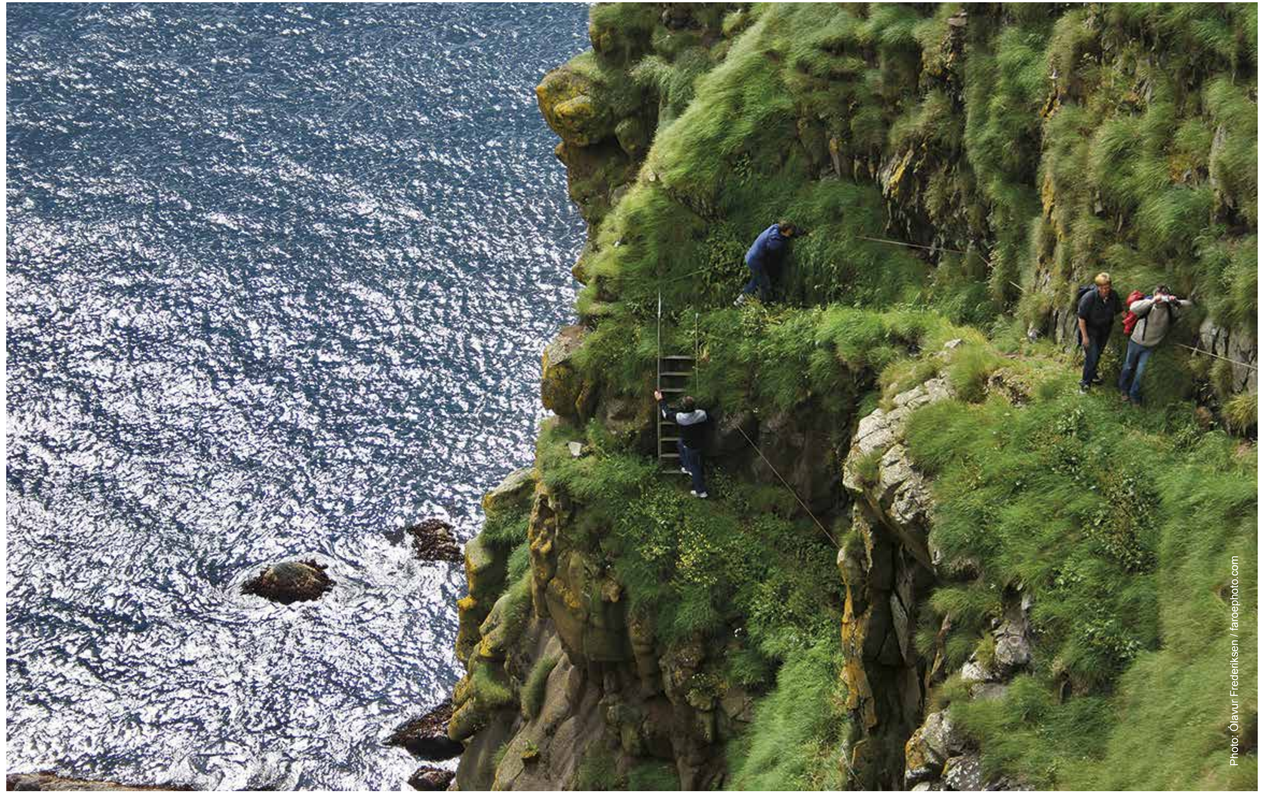


Photo: Óluvur Frederiksen / faroephoto.com

The Logo

The logo is artistic, abstract and open to interpretation. The clearest reference point is the ram, but also, a wave, a seashell, wool and the classic faroese ring dance have inspired the logo shape. The Icon must never stand alone and shall be used with “The Faroe Islands”.

the Faroe Islands

Unspoiled, Unexplored, Unbelievable

Photo: Óravur Frederiksen / faroephoto.com

Primary logo

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Black

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Alternative colour

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Monochrome

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Tones of grey

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Reversed logos

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Logos

The examples shown are the approved colours for the Faroe Islands logo, no other colours should be used.

Logos can be downloaded from Branding Resources.

Reversed Logos
Using a reversed the Faroe Islands logo should be considered when an application requires more protective space surrounding our logo for impact. Instances: Web banners, exhibit design banner, etc.

The brand logo is also available in other languages. Please contact Visit Faroe Islands.

German version

Färöer-Inseln
Unberührt, Unentdeckt, Unglaublich

Clear Space

A protected area of clear space surrounds the Faroe Islands logo and lockup on all print and web applications. The clear space is measured by using the height of the ‘F’ as illustrated. The Faroe Islands logo and payoff should never be produced in less than 30 mm in length.

Minimum size

The UN- destination

Many of the words used to describe the Faroe Islands are so-called un-words. Perhaps ordinary descriptive words just are not adequate. Or perhaps this hidden, treeless land of contrasts, evokes such unique emotions in its visitors, that the best way to describe it is by setting it apart from the rest, by applying the inherent meaning of the small, yet powerful prefix, UN. The payoff as well as the executions all use UN to create consistency and create recognition and differentiation.

Unspoiled, Unexplored, Unbelievable

Payoff

Unspoiled, Unexplored, Unbelievable

These 3 words should never be changed. They represent the very essence of the brand itself.

Do NOT create payoffs such as:

- Unexplored, Undeniable, Unique.
- Untold, Unplugged, Undisputed.

Deutsch:
- unverdorben, unerforscht, unglaublich

Dansk:
- uspolerede, uopdagede, utrolige

It is also possible to obtain the payoff in some other language. Please contact Visit Faroe Islands.

The Faroe Islands logo should be placed on backgrounds with sufficient contrast.

The Faroe Islands logo should not be placed on backgrounds with insufficient contrast.

The Faroe Islands logo should be placed on backgrounds with sufficient contrast.

The Faroe Islands logo should not be placed on busy and high contrast backgrounds.

Background Control

The logo and payoff must not be placed on backgrounds that decrease their legibility, or threaten their integrity.

This includes two, three, and four dimensional applications, and is extremely critical at smaller reproduction sizes.

Often, a certain visual effect or meaning is intended at the expense of the brand; ultimately infringing on the integrity of the brand identity.

Photo: Ólavur Hansen / ophoto.com

Never change the logo color outside of the official palette.

Never place the logo in-line with text.

Never use a different typestyle in the logo.

Never contain the logo within a shape.

Do not create other words in the same typestyle.

Never change the proportion of the logo.

Never change/ re-arrange the logo.

Never introduce outside elements to the logo

Misuse

The logo and payoff is not to be adjusted, transposed, warped, manipulated or changed in any way. This includes specialty applications, advertising campaigns, and in-house designed materials.
These examples illustrate what not to do. If in doubt, use the original logo or payoff.
The logo should never appear smaller than 3/4" (20 mm) in length.
The payoff should never appear smaller than 1" (25mm) in width.

Headline Font

ABC

One Direction

Copy font

Aa Bb Cc

Helvetica Neue Light

Payoff Font

Aa Bb Cc

Arial Narrow

Typography

The Faroe Islands typography consists of tree typefaces: One direction, Helvetica Neue and Arial Narrow. Commitment to these typefaces will create a consistent and strong identity. In the creative execution the Un-words always use “One direction”. It is allowed to use text both before and after the un-word. Typographies can be downloaded from Branding Resources.

Always use lower case when starting a headline scentence

This should be Helvetica Neue Light

Only highlight one UN-word

This should be One direction

experience the UNBELIEVABLE

The amazing landscape of the Faroe Islands, described by many as truly unbelievable...

Copy text should be in Helvetica Neue light

Photo: Olavur Frederiksen / faroeparadise.com

EXPERIENCE THE
UNBELIEVABLE

Don´t use One direction on other elements than the UN-word

experience the
UNIQUE AND
UNBELIEVABLE

Don´t use more than one UN-word in the headline

Unexplored
LANDSCAPES

Don´t change the properties of the Un-word and other elements of the headline

The amazing landscape of the Faroe Islands, described by many as truly UNBELIEVABLE...

Don´t use One direction in the body copy

UNEXPLORED
Landscapes

The UN-word should always be the biggest element in the headline

experience the
UNIQUE
live the
UNBELIEVABLE

Don´t use more than one headline per piece.

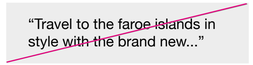
Colours

The Faroe Islands colour palette consists of core and secondary colours. The consistent use of these colours will create recognition and strengthen the Faroe Islands brand.

Colors

Black	Blue	Gray	Silver
Pantone Black C	Pantone Process Cyan	Pantone Cool Grey 9	Pantone 877 C
C: 0 M: 0 Y: 0 K: 100%	C: 100% M: 0 Y: 0 K: 0	C: 0 M: 2% Y: 5% K: 45%	Do not apply in CMYK
R: 43 G: 41 B: 38	R: 0 G: 166 B: 214	R: 135 G: 135 B: 133	Do not apply in RGB
Hex: #2b2926	Hex: #00a6d6	Hex: #878785	

Good example of typeset the Faroe Islands



Misuse example of typeset the Faroe Islands

Typesetting
the Faroe Islands

It is imperative that in instances when the logo is not used. The following rules should be used when typesetting or refering to the Faroe Islands in plain text:

Always capitalize the ‘F’ and ‘I’ except in special circumstances where the context lends itself to a particular style (i.e., an internet URL)
Use lowercase letters for the remainder characters.

Photo: Ólavur Frederiksen / faroephoto.com

The Un- language

There are more than 1500 words starting with UN and Un-words exist in all major languages. The words must of course always give a positive impression and message to the audience. A complete list of un-words can be downloaded from Branding Resources.

English

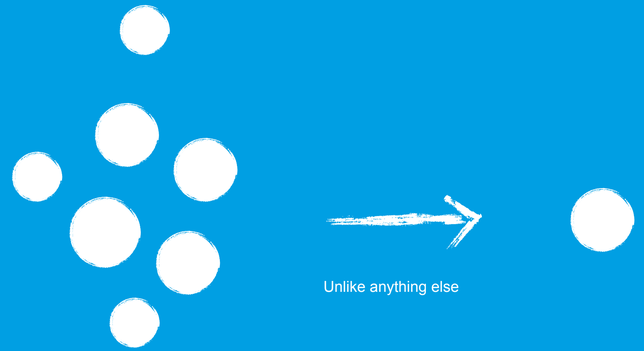
unaware
unbeaten
unbelievable
unblemished
unbreakable
unchain
unchanging
uncomplicated
uncommon
unconcerned
unconquered
unconventional
uncovered
undeniable
understand
undiscovered
undisputed
undisturbed
uneven
unexpected
unexplainable
unexploited
unexplored
unfiltered
unfold
unforgettable
unheard
unimaginable
unknown
unlike
unlock
unnoticed
unmatched
unmentioned
unpack
unplugged
unpredictable
unquestionable
unroll
unsaid
unseen
unselfish
unspoken
unspoiled
unstoppable
unstressed
unsurpassed
unthinkable
untitled
untouched
untamed
unusual
unwind
...

Deutsch

unwissend
ungeschlagen
unglaublich
unblemished
unzerbrechlich
unveränderlich
unkompliziert
ungewöhnlich
unbekümmert
unbesiegt
unkonventionell
unbedeckt
unbestreitbar
unbeschreiblich
unentdeckt
unbestritten
ungestört
ungleichmäßig
unerwartet
unerklärlich
unausgebeutet
ungenutzt
unerforscht
ungefiltert
unvergesslich
ungehört
unvorstellbar
unbekannt
unähnlich
ungleich
unbemerkt
unübertroffen
unerwähnt
unplugged
unberechenbar
unbestritten
ungesagt
ungesehen
uneigennützig
unausgesprochen
unverdorben
unaufhaltsam
unbetont
unübertroffen
undenkbar
unberührt
ungezähmt
ungewöhnlich

Dansk

uvidende
ubesejret
utroligt
uplettet
uforandret
ukompliceret
ualmindeligt
ubekymret
ubesejrede
ukonventionelle
udækkede
ubestridelig
ubeskriveligt
uopdaget
ubestridt
uforstyrret
ujævn
uventet
uforklarligt
uudnyttet
udforsket
ufiltreret
udfolde
uforglemmelig
uhørt
ufatteligt
ukent
ulige
ulåst
ubemærket
uovertruffen
uomtalt
usagt
unplugged
uforudsigelig
ubestrideligt
udrulle
usagt
uset
uselvisk
uudtalt
uspoleret
ustoppelig
ustandselig
ubelastet
uovertruffen
utænkelig
uberørt
utæmmet
usædvanlig



Unlike anything else

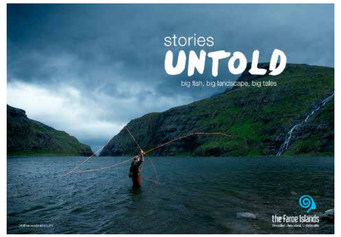
Branding photos

The pictures must embrace the greatness of the Faroe Islands. When it is stated that it is “Unbelievable” it must also be shown. All photos are based on one or more of the differentiating parameters in the Brand DNA, and all pictures contain people to give the landscape a reference point and to show the audience that it is a potential experience.

Pictures can be downloaded from Branding Resources.

Advertising

The ideas, ads, pictures and texts are all free to use for all Faroese companies and international partners in the context of promoting the Faroe Islands as a tourist destination. However usage of the elements should be approved by Visit Faroe Islands.



Other executions

Examples of how the logo can be used on brand materials.

Affiliations - the partner logo

The Faroe Islands logo is a stamp of approval. It can be used on corporate materials and in mail signatures by stakeholders after approval from Visit Faroe Islands. Approved stakeholders can acquire the partner logo with “part of” from Visit Faroe Islands.

part of
the Faroe Islands
Unspoiled, Unexplored, Unbelievable

part of the Faroe Islands Unspoiled, Unexplored, Unbelievable | etika

part of the Faroe Islands Unspoiled, Unexplored, Unbelievable | ATLANTIC AIRWAYS

part of the Faroe Islands Unspoiled, Unexplored, Unbelievable | 62°N

Example 1

Fly to the
Faroe Islands
Lorem ipsum dolor Nnamus doleniminci di audit que volorpore laccus, eatquiatur?
Vita volorerum quaspeditem. Et volorru mquament opis dendaerum dolorum cor abo. Ro eaquae eruam sequis qped unt Ovit qui sequam quia dem dolorpo rumquos de ped mo-luptaquam eum ipsam que nimo milgenisti sum ime voluptas-bus am apersperiof asmusdae.
part of
the Faroe Islands
ATLANTIC
AIRWAYS

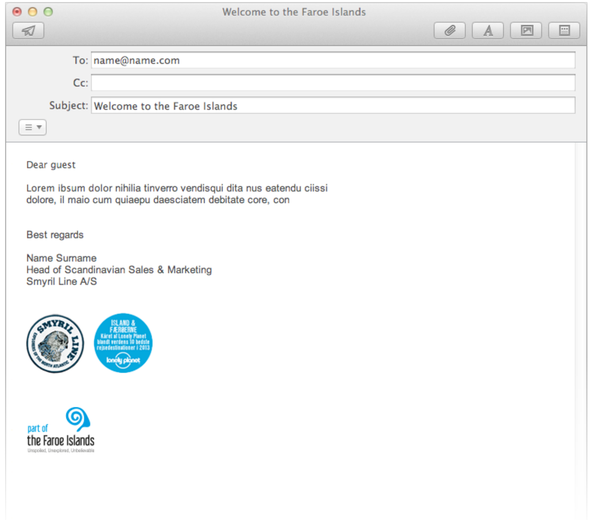
Example 2

Logo placement

Partners can use the partner logo in their publications and they must follow these guidelines.

The partner logo should never indicate that it is official materials from the Faroe Islands. Therefore the logo should never be placed at the bottom right, but be placed in either top left, top right or bottom left (example 1).

The partner logo can also be used together with stakeholders logo. The logo has to be placed on the left separated from the stakeholder logo by a thin line (example 2).


Welcome to the Faroe Islands
To: name@name.com
Cc:
Subject: Welcome to the Faroe Islands
Dear guest
Lorem ibsum dolor nihilia tinverro vendisqui dita nus eatendu ciissi dolore, il maio cum quiaepu daesciatem debitate core, con
Best regards
Name Surname
Head of Scandinavian Sales & Marketing
Smyril Line A/S
part of
the Faroe Islands

Examples of mail signatures

Logo placement for mail signatures

The partner logo must not be more prominent than the stakeholders logo.

The logo has to be separated from the stakeholder logo by a thin line or with the stakeholder above the partner logo.

In mail signatures the stakeholders logo is placed in front of the partner logo.

etika | part of the Faroe Islands

ATLANTIC AIRWAYS | part of the Faroe Islands

the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Visit Faroe Islands
Í Gongini 9
P. O. Box 118
FO-110 Tórshavn

Tel: +298 206100
E-mail: info@visitfaroeislands.com
www.visitfaroeislands.com
facebook.com/visitfaroeislandscom

the Faroe Islands
Brandbook v.1
SANSIR • LIQUIDMINDS